

ORDER



Orders
Order / Rev: 62801
Alt Order #: 9834589 /Brad
Product Desc: BOB CASEY FOR SENATE
Estimate:
Flight Dates: 10/03/12 - 10/08/12
Original Date / Rev: 10/01/12 / 10/02/12
Order Type: GENERAL

WHP-TV CBS21

Primary AE: Millennium Washington DC
Sales Office: MNAT
Sales Region: National

Agency
Name: Shorr Johnson Magnus
Buying Contact:
Billing Contact:
 1831 Chestnut Street
 Philadelphia, PA 19103

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: Casey/D/Senate
Demographic: A35+
Product Codes: State Elections
Priority: P-3
Revenue Codes: AGY, POL-CAND, GEN

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/08/12	50	\$20,370.00	\$17,314.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	50	\$20,370.00	\$17,314.50	0.00
Totals	50	\$20,370.00	\$17,314.50	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Millennium Washington DC			Start Of Order - End Of Order	100%

Order Share

	Share	Total
WHP-TV CBS21	22%	\$20,370.00
Market	100%	\$92,590.91

Competitive Share

	Share	Total
EHP	0%	\$0.00
UNKWN	0%	\$0.00
WGAL	49%	\$45,369.55
WHTM	17%	\$15,740.45
WLYH	0%	\$0.00
WPMT	12%	\$11,110.91

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	WHP	10/03/12	10/08/12	M-F 11a-12p M-F 11a-12p	CM	11a-12p	M-WTF--	:30	6	\$175.00	P-3	0.00	NM	6	\$1,050.00
N 2	WHP	10/03/12	10/08/12	M-F 4p-5p M-F 4p-5p	CM	4p-5p	M-WTF--	:30	5	\$150.00	P-3	0.00	NM	5	\$750.00
N 3	WHP	10/03/12	10/08/12	M-F 5p-530p News CBS 21 News at 5p	CM	5p-530p	M-WTF--	:30	3	\$110.00	P-3	0.00	NM	3	\$330.00
N 4	WHP	10/03/12	10/08/12	M-F 730p-8p M-F 730p-8p	CM	730p-8p	M-WTF--	:30	5	\$450.00	P-3	0.00	NM	5	\$2,250.00
N 5	WHP	10/03/12	10/08/12	M-F 7p-730p M-F 7p-730p	CM	7p-730p	M-WTF--	:30	4	\$400.00	P-3	0.00	NM	4	\$1,600.00
N 6	WHP	10/03/12	10/08/12		CM	7p-730p	-----S-	:30	1	\$135.00	P-3	0.00	NM	1	\$135.00

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 Estimate:

WHP-TV CBS21

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				Sa 7p-730p Sa 7p-730p											
N 7	WHP	10/03/12	10/08/12	Sa 730p-8p Sa 730p-8p	CM	730p-8p	-----S-	:30	1	\$135.00	P-3	0.00	NM	1	\$135.00
N 8	WHP	10/03/12	10/08/12	Fri Reg 1 Fri 8p-9p	CM	8p-9p	----F--	:30	1	\$800.00	P-3	0.00	NM	1	\$800.00
N 9	WHP	10/03/12	10/08/12	Fri Reg 3 Fri 10p-11p	CM	10p-11p	----F--	:30	1	\$1,000.00	P-3	0.00	NM	1	\$1,000.00
N10	WHP	10/03/12	10/08/12	Wed Reg 1 Wed 8p-9p	CM	8p-9p	--W----	:30	1	\$1,600.00	P-3	0.00	NM	1	\$1,600.00
N12	WHP	10/03/12	10/08/12	Mon Reg 2 Girls/Molly	CM	9p-10p	M-----	:30	1	\$1,500.00	P-3	0.00	NM	1	\$1,500.00
N13	WHP	10/03/12	10/08/12	Sun Reg 3 Sun 9p-10p	CM	9p-10p	-----S	:30	1	\$1,200.00	P-3	0.00	NM	1	\$1,200.00
N14	WHP	10/03/12	10/08/12	Sun Reg 2 Sun 8p-9p	CM	8p-9p	-----S	:30	1	\$1,800.00	P-3	0.00	NM	1	\$1,800.00
N15	WHP	10/03/12	10/08/12	Sun Reg 4 Sun 10p-11p	CM	10p-11p	-----S	:30	1	\$1,200.00	P-3	0.00	NM	1	\$1,200.00
N16	WHP	10/03/12	10/08/12	M-F 11p-1135p News CBS 21 News at 11p	CM	11p-1135p	M-WTF--	:30	5	\$150.00	P-3	0.00	NM	5	\$750.00
N17	WHP	10/03/12	10/08/12	Letterman Letterman	CM	1135p-1235a	M-WTF--	:30	5	\$70.00	P-3	0.00	NM	5	\$350.00
N18	WHP	10/03/12	10/08/12	CBS Sun Morning CBS Sun Morning	CM	9a-1030a	-----S	:30	1	\$150.00	P-3	0.00	NM	1	\$150.00
N19	WHP	10/03/12	10/08/12	Thu Reg 1 Bang/Men	CM	8p-9p	---T---	:30	1	\$1,700.00	P-3	0.00	NM	1	\$1,700.00
N20	WHP	10/03/12	10/08/12	Thu Reg 2 Thu 9p-10p	CM	9p-10p	---T---	:30	1	\$1,400.00	P-3	0.00	NM	1	\$1,400.00
N21	WHP	10/03/12	10/08/12	Sat Reg 1 Sat 8p-9p	CM	8p-9p	-----S-	:30	1	\$310.00	P-3	0.00	NM	1	\$310.00
N22	WHP	10/03/12	10/08/12	CBS This Morning Satur Saturday Early Show	CM	9a-11a	-----S-	:30	1	\$70.00	P-3	0.00	NM	1	\$70.00
N23	WHP	10/03/12	10/08/12	Sa 1230a-130a Sa 1230a-130a	CM	1230a-130a	-----S-	:30	1	\$20.00	P-3	0.00	NM	1	\$20.00
N24	WHP	10/03/12	10/08/12	SEC Day Game SEC Football Day Game	CM	Various	-----S-	:30	1	\$200.00	P-3	0.00	NM	1	\$200.00
N25	WHP	10/03/12	10/08/12	M-F 6a-7a News CBS 21 News at 6a	CM	6a-7a	M-WTF--	:30	1	\$70.00	P-3	0.00	NM	1	\$70.00
													Totals	50	\$20,370.00